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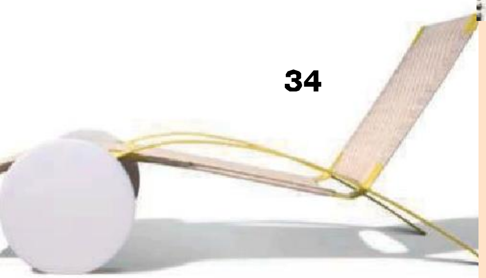
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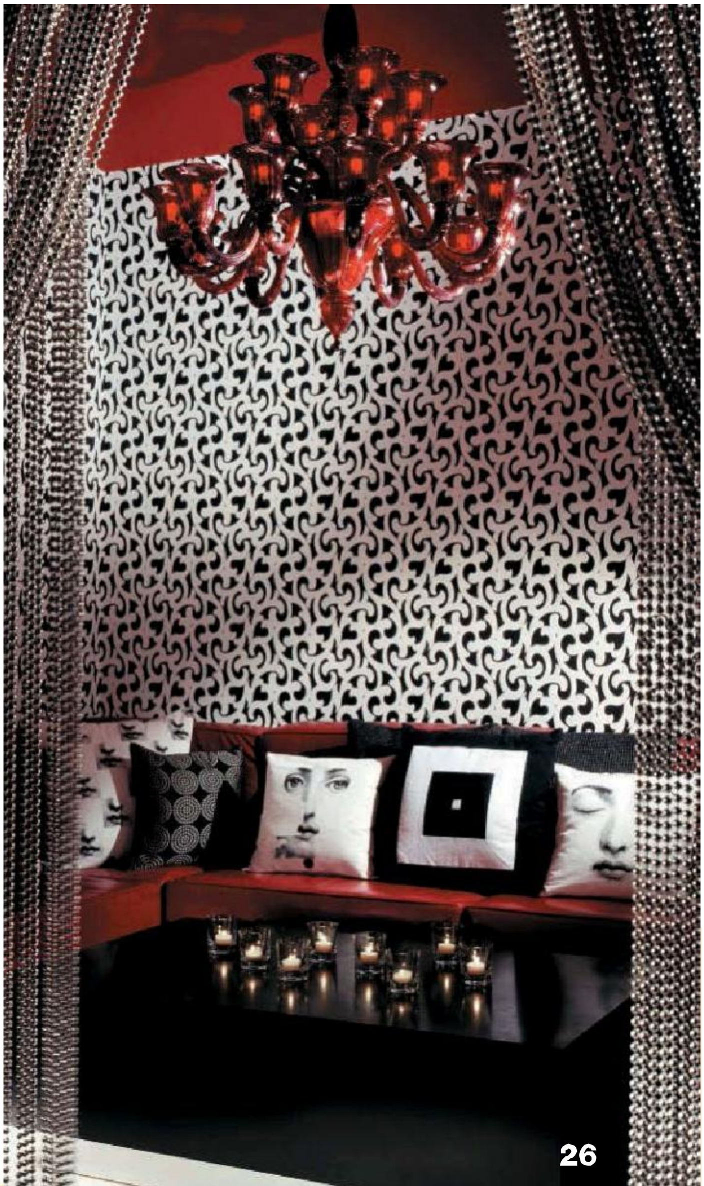
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THE BASICS





FEATURES



on the cover:

Marriott Renaissance Pere Marquette, New Orleans

PHOTOGRAPHY: MICHAEL WILSON



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CIRCLE NO. 116

And a bumpy ride it's been

Years ago, when my kids were small and New Year's Eve celebrations involved hanging out at friends' houses consuming pizza and beer while fielding toddler tantrums, my pals and I would sit around a kitchen table playing a game called simply "the predictions game." We'd create all sorts of silly (and some serious) prognostications for the new year, write them down and seal them in an envelope to review a year later. It was great fun and sometimes sobering to see what had actually come to pass. Placing bets on the outcome made it even more interesting.

Well, I don't have money at stake on predictions I've made in this column over the past year, but if I had, I'd certainly be a bit wealthier. I'm referring to March's column, "Fasten your seat belts…it's going to be a bumpy ride!" Little did I, or most of you, imagine how bumpy that ride would be when it came to the U.S. economy and it's descent into chaos.

While the fallout for the hotel design community has yet to be determined, it's probable that challenging times are in the cards for both hoteliers and designers as credit options tighten and development dwindles. We'll keep our fingers on the pulse of the design community and keep you in the know.

Helping us to do just that is our new Editorial Advisory Board. In anticipation of HOTEL DESIGN's expansion of both its print and digital content next year, we've put together this board to assist and advise our editors in discerning industry trends and ideas to better serve our audience as we plan features, product showcases and news coverage. (You can check out their names and titles below. Members will serve staggered terms to allow for fresh input every year.) Some of the most influential and successful professionals in our industry, our board members are out there in the design trenches on a daily basis. They'll keep it real for us as we move into 2009.



Patricia Sheehan
Editor in Chief
psheehan@questex.com

Correction: In the September issue of HOTEL DESIGN, the feature titled *Portfolio: SB Architects* included a page of misplaced photos. The Ritz-Carlton Kapalua project, on page 112, featured photos from another SB Architects project, The Ritz-Carlton Rancho Mirage. We regret the error.

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Hotel Design mission statement

Hotel Design celebrates the design excellence of hotels, resorts, lodges and destination spas. Vivid photography, creative layouts and descriptive writing help present to the reader a broad focus on the new styles and fashion trends emerging in furniture, fixtures and the lodging spaces that provide a foundation for creativity. Hotel Design aims to be the source of inspiration for the individuals who help make it happen.


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CIRCLE NO. 101

Embracing change



Mary Malloy
Publisher
mmalloy@questex.com

This morning our country's new president-elect was announced. And, whether you are a Democrat, Republican or Independent, I am sure we are all ready for a change.

For some people, change is difficult. I try to adapt and accept change. I have learned that if you try to resist something you cannot change, it will only cause stress. (Even the strongest rubber band will snap against a great amount of resistance.)

I am one of seven children in my family. When we vote on something, majority always rules. Growing up, I always offered my opinion and stuck my heels in to fight for what I believed in, but in the end, things didn't always go my way. Then I realized something. I could either change my actions or change my attitude. Life became much happier once I learned that lesson at an early age.

Our publication, HOTEL DESIGN, is also experiencing change this year. Having been integrally involved with the publication since we launched it back in February 2004, I am stepping up as publisher. Over the past years I have spread my attention across all of our hotel publications. Going forward, I will shift a majority of my attention to HOTEL DESIGN. Also, we aim to expand the magazine's coverage and reach, both online and in print.

We have loyal, supportive readers who encourage us to do so. We have a great, talented community and numerous projects are submitted to the magazine by incredible designers who continue to inspire each other. Patricia Sheehan and I are always amazed by the projects we receive.

Something that won't change is our dedication to our audience and to those who support us. We promise our look and mission will not change. We promise to continue to inspire you and to keep you in the know on the projects, products and people of our community.

We will continue to provide you with valuable content instead of a catalog of advertisements. And to those of you who advertise and strive to present your message and beautiful products: You will continue to stand out and be noticed. Your message will never be lost in a catalog of ads.

We appreciate your loyalty and I will keep my promise to support our readers and advertising partners.

Courtyard celebrates 25 years with makeover



The 25-year-old Courtyard by Marriott brand is working to stay fresh with its core customer base—baby boomer business travelers—and to appeal to younger guests.

At the center of the redesign is the lobby, which is a social gathering space that also allows for "public privacy." A variety of seating configurations, from booths with individual televisions to a communal table, are all "laptop friendly," according to Brian King, vice president, global brand manager for Courtyard by Marriott.

One of the centerpieces of the lobby is the GoBoard, a 52-inch LCD touch screen with local information, maps, weather and news headlines, which guests can use to find a restaurant or attraction and then get directions. A business library and separate computer terminals for printing boarding passes give guests plenty of space to work while still remaining part of the lobby atmosphere.

A new F&B concept, The Bistro, replaces the Courtyard buffet with more made-to-order and ready-made options and puts F&B "in the center," King says. "Food sends a signal about gathering, sharing, shedding the day."







The Courtyard Newport News (Va.) Airport hotel is the first new-build Courtyard by Marriott to boast the redefined lobby. It is the first of a dozen that will have the new lobby this year.

It includes a bar that becomes a coffee bar in the morning. A grab-and-go spot, The Market, which was introduced several years ago, remains part of the lobby.

Also gone is the front desk, which is replaced with welcome podiums that allow employees to interact more with guests.

The Courtyard Newport News (Va.) Airport hotel, which is owned and operated by LTD Management Co., is the first new-build property to boast the redefined lobby. It is the first of a dozen that will have the new lobby this year. In 2009, 150-175 new-builds or renovations will showcase the new lobby design in whole or in part. The Newport News property also is the first Courtyard to feature the new exterior look and the refreshed guestroom design.

Guestrooms have a global inspiration that aims to be modern, warm and approachable. Tubs have been taken out of plans for most bathrooms in favor of glass showers. Cost per key will remain about $87,000.

Dilip Desai, senior managing partner for LTD Management Co., says his company wanted to be the first new-build to roll out the lobby redesign. In fact, the hotel was already under construction when he saw the full-scale model, but he was so impressed with the plans that LTD worked with architecture firm Jonathan Nehmer + Associates to make the changes.

The Courtyard brand will open its 800th hotel in 2009.

—Heather Gunter

Calendar of industry events

SPATEC SPRING NORTH AMERICA CONFERENCE
February 18-21, 2009
Orlando, Fla.
www.spatecna.com

HOTELWORLD EXPO & CONFERENCE
March 1-4, 2009
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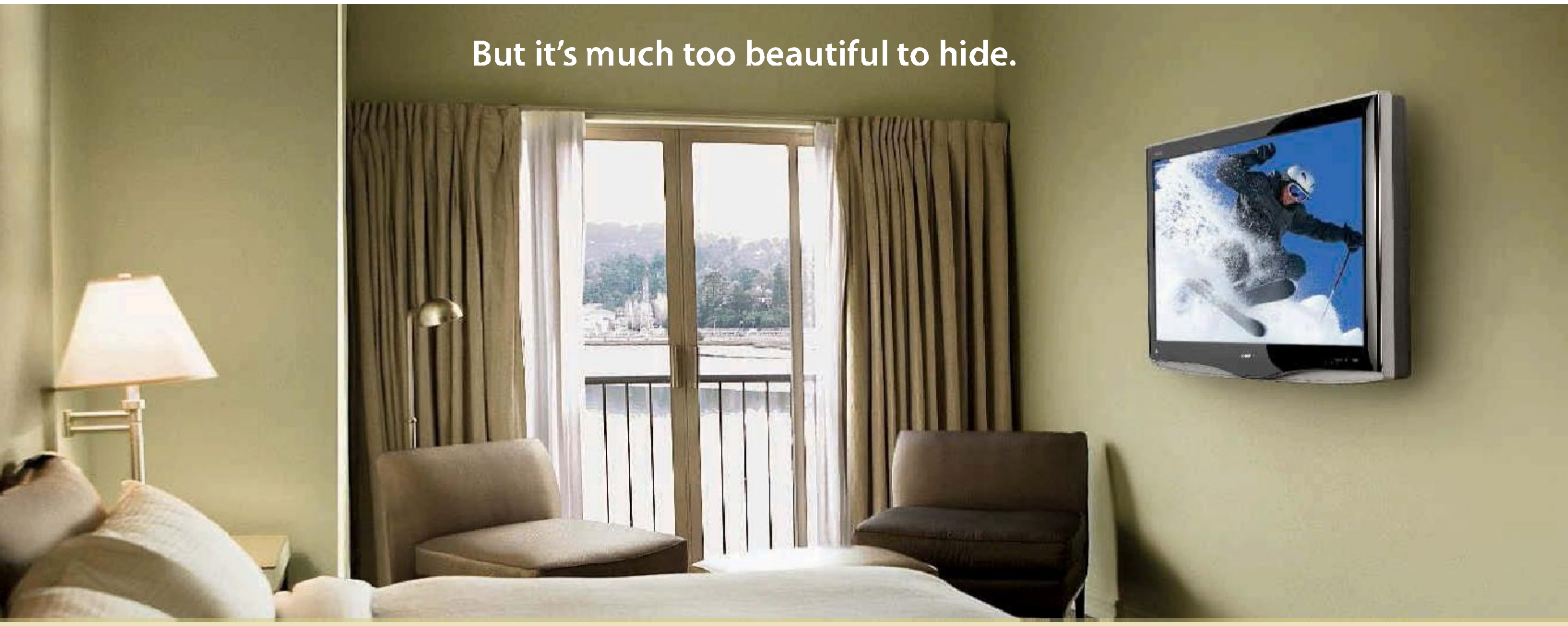
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CIRCLE NO. 115

On the rise 2008

Who's who in the hotel design and architecture community

We invited a selection of top design and architecture firms in our database to nominate employees they feel are producing cutting-edge hotel design projects, demonstrating superior skills and talent while meeting or exceeding the goals of their clients.



BRYAN ALGEO

Vice president, WATG, Irvine, Calif.

Design bio: Algeo has more than 20 years of design experience and leads WATG's Design Forum Group and Radical Innovation Studio, which were created to push the boundaries of design innovation and to capitalize on the design talent and resources of a global firm. He is an advocate for innovative design and projects that will lift the spirits of the client as well as WATG's staff.

Signature design element: "My signature design element is to not have one," Algeo says. "Each and every project deserves a blank sheet of paper. Our clients expect the world's best design from us on every project. It's about lifting the spirits of our clients and travelers, creating memories and immersing travelers into the location. Creating an authentic and unique project takes hours of research and miles of hiking every inch of each site. When that is done, the design then comes easy."

Trends that will last: Sustainable design, authentic experiences, adventure tourism, eco-tourism, staying connected, the non-hotel experience.

Current projects: Playa Pelicano, Guancaste, Costa Rica; Panama City Center, Panama City, Panama; Garabu Mixed-Use Resort, Jaco, Costa Rica; The Reserve at Portalon, Central Pacific region of Costa Rica; Playa Blanca Resort, Farallon, Panama



Panama City (Panama) Center



JAMES CARRY

Principal in charge/design director, Wilson Associates, Dallas

Design philosophy: "All design is a solution to a problem or a need," Carry says. "The best design work always resolves a problem but does so with flair, creativity and joy. You must start with a big idea or concept that can be verbally described and visually articulated. I have developed four design principles. Regionalism: All projects should have a sense of place, whether overt or abstract. Architectural disciplines: Each design solution should have the rigor of the plan, section and details holding together as one collaborative idea. End user: All design should be created with the audience in mind. There must be a clear understanding of the audience's needs, wants and desires. 'It' factor: The best projects have a freshness to them, a sense of pleasure, something that says, 'Yes, that's it.'"

Reason for nomination: Trisha Wilson, president and CEO of Wilson Associates, says: "James has been instrumental in the firm's growth and success since he joined us in 1987. He helps lead projects all over the U.S. and around the world. James truly lives architecture and interior architecture. He has tremendous creative vision and an ability to capture exactly what the client is trying to achieve."

Current projects: The Sofitel Hotel, Dubai, UAE; Grand Hyatt, Wenzhou, China; The Island Resort, Grand Cayman; The JW Marriott, Abu Dhabi, UAE; Burj Dubai Residential Tower, Dubai, UAE; One&Only Royal Mirage renovation, Dubai, UAE; Four Seasons Resort addition and renovation, Las Colinas, Texas



Atlantis, The Palm, UAE

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NUNZIO DESANTIS

Executive principal and director, HKS Hill Glazier Studio, Dallas

Design bio: Twenty-two years in the industry. At age 32, DeSantis walked into the then-president's office at HKS Architects to ask to start a new hospitality division. Fifteen years later, the group has grown to more than 200 architects with more than $15 billion under construction.

Design philosophy: "Hotels used to be boxes without personality. They were very expected, with big living rooms and heavy millwork," says DeSantis. "Today, the spaces are smaller, more humane, vibrant and ever-changing. The spaces that are used for check-in and lobbies are wonderful activity zones with great living rooms and bars that explode with energy and transition from day to night. Spa components and specialty chefs are allowing hotels to be branded destinations."

What's ahead: "Looking 10 years into the future, we'll see more limitless luxury, 10-star hotels where the guests will not be limited to just their room—rather the guestroom will extend to the entire hotel. More amenities will be offered to guests, from private pools to in-room chefs to nannies on call. The guestroom will also be reinvented to host two-story spaces with 20-foot ceilings."

Signature projects: Las Ventanas al Paraiso resort, Cabo San Lucas, Mexico; Point Reef Villas at the Jean-Michel Cousteau Fiji Islands Resort, Vanua Levu, Fiji Islands

Recent projects: Mandarin Oriental Resort and Residences, Costa Rica; World Island Resort, Dubai, UAE



RICHARD H. FAWELL

Principal, VOA Associates, Chicago

Design bio: 27 years in the industry

Signature element: "The half dome in the Kehang Marriott in Beijing," Fawell says. "It is a half dome made of petals of glass that is then backlit with computer-controlled LED lighting to reflect the changing colors of daylight and dusk in the main lobby space with a four-story rain screen and two-story waterwalls. The half dome is reflected in a mirrored wall to look like a full dome, which is intended to portray the open sky of an oasis, which is the metaphor for the restful lobby space of this hotel."

Design trends: "The importance the spa and fitness centers play as amenities for the patron experience and the usefulness of the conference centers for business and community special events," Fawell says. "In addition, the demand by patrons for sustainable design in the operations and design of hospitality projects is an ever-increasing trend as the patron experience increasingly includes the responsibility of friendly environmental development and sensitivity. Operators and developers alike are discovering that the payoff for sustainable design can justify inclusion of these principles in the design and construction."

Recent and upcoming projects: The Westin Lombard Yorktown Center, Lombard, Ill.; The Westin Chicago North Shore, Wheeling, Ill.; Marriott Beijing - Kehang Hotel; Shanghai Renaissance Mingjie Hotel; Jimen Hotel, Beijing; Michigan Avenue Marriott, Chicago; InterContinental Chicago O'Hare Hotel, Rosemont, Ill.; Marriott Kingsgate Hotel and Conference Center, Cincinnati; Kaskaskai Hotel, LaSalle, Ill.



Shanghai (China) Renaissance Mingjie Hotel


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ELIZABETH (BETSY) D. HUGHES

Associate/senior project manager, Hirsch Bedner Associates, Atlanta

Design philosophy: "My signature design element is a fantastic guestroom," Hughes says. "A well-done room sets the tone for the project and sets the budget and the quality level for the other rooms and suites. It might go without saying that my favorite day of a project is the model room review. Or stranger still, the day you get to sit down and write the meeting minutes from the model room. I also like the written words, capturing the decisions on paper and propelling the project forward, closer to opening day."

What's ahead for the industry: "The biggest trend in 2009 is going to be fiscally responsible design. Suspend the notion of the 'limitless budget' (just suspend it because it will come back). But for now the hottest design accessory will be a designer-driven budget. I foresee a future with designers, operators and developers speaking early and often about responsible design decisions that will eliminate embarrassing late project redesigns. The trend naturally will dovetail into green design (reduce, reuse and recycle). Designers who embrace the idea and excel in implementing their concepts without noticeably sacrificing quality and luxury will influence the industry. May the best budget win."

Current projects: Trump Ocean Club Panama; Ritz-Carlton Beijing; Ritz-Carlton Guangzhou, China



The Ritz-Carlton Guangzhou, China



ROBERT MACARUSO

Senior designer, DiLeonardo International, Warwick, R.I.

Design philosophy: "My design pilot is market-driven; creating hotel environments that are functional and beautiful, that meet expectations of the guest," Macaruso says. "Sensitivity to region and culture is key. Attention to detail, large or small, is crucial to successful design."

Reason for nomination: Lia DiLeonardo, principal at DiLeonardo, nominated Robert because of his passion and commitment to the world of hospitality design. "Robert's international experience combined with his knowledge of product, practices and pure creative talent are all present in his leadership style. His work in the Middle East has allowed him to express leading-edge ideas while showing cultural sensitivity and responsiveness to operator concerns. On top of all of this, he is a true pleasure to work with and has become a mentor for young designers in the industry."

Recent projects: Marriott Golfshire Hotel, Bangalore, India; Gizeh Palace Hotel, Cairo, Egypt; Crowne Plaza Hotel, Dubai, UAE; Renaissance Motorcity Hotel, Dubai, UAE; Raffles Hotel, Marrakech, Morocco; Jumeirah Business Bay Hotel, Dubai, UAE



The Crowne Plaza Dubai Business Bay, Dubai, UAE





George Washington Hotel, Winchester, Va.

NICHOLLE MARIOTTI

Director of design, HVScompass Interior Design, Washington, D.C.

Design philosophy: "I like to use clean, modern, timeless pieces and finishes that will not date the property," Mariotti says. "I also like to use contrasting, yet tonal materials. Design should be simple and not fussy. It should flow from space to space without making each space look identical."

Trends on your radar: Natural elements, eco-friendly materials and multi-use spaces.

Reason for nomination: Warren G. Feldman, principal at HVScompass, says: "Nicholle is a creative and innovative designer who strives to bring out the special and unique qualities in each of her design projects. One of her greatest assets is her ability to balance design and budget. She creates sophisticated, elegant interiors while making sure that the pieces she selects are within the client's budget. Her management style is that of a great teacher. Rather than merely giving direction to the design team, she takes the time to explain the purpose of design changes and make sure that our team understands the complex decisions involved in the design process."

Recent projects: George Washington Hotel, Winchester, Va.; Courtyard by Marriott, Newport News, Va. (25th Anniversary Prototype); Holiday Inn & Suites Old Town, Alexandria, Va.; Embassy Suites, Alexandria, Va.; aloft Hotel & Element Hotel Arundel Mills, Hanover, Md.; Sheraton Hotel, Parsippany, N.J.



C. ROBERT (BOB) NEAL

Principal, director of hospitality, Cooper Carry, Atlanta

Design bio: Neal's career focus has been hotel design for more than 20 years.

Design philosophy: "My approach to design begins with the discovery of the unique qualities of a place," Neal says.

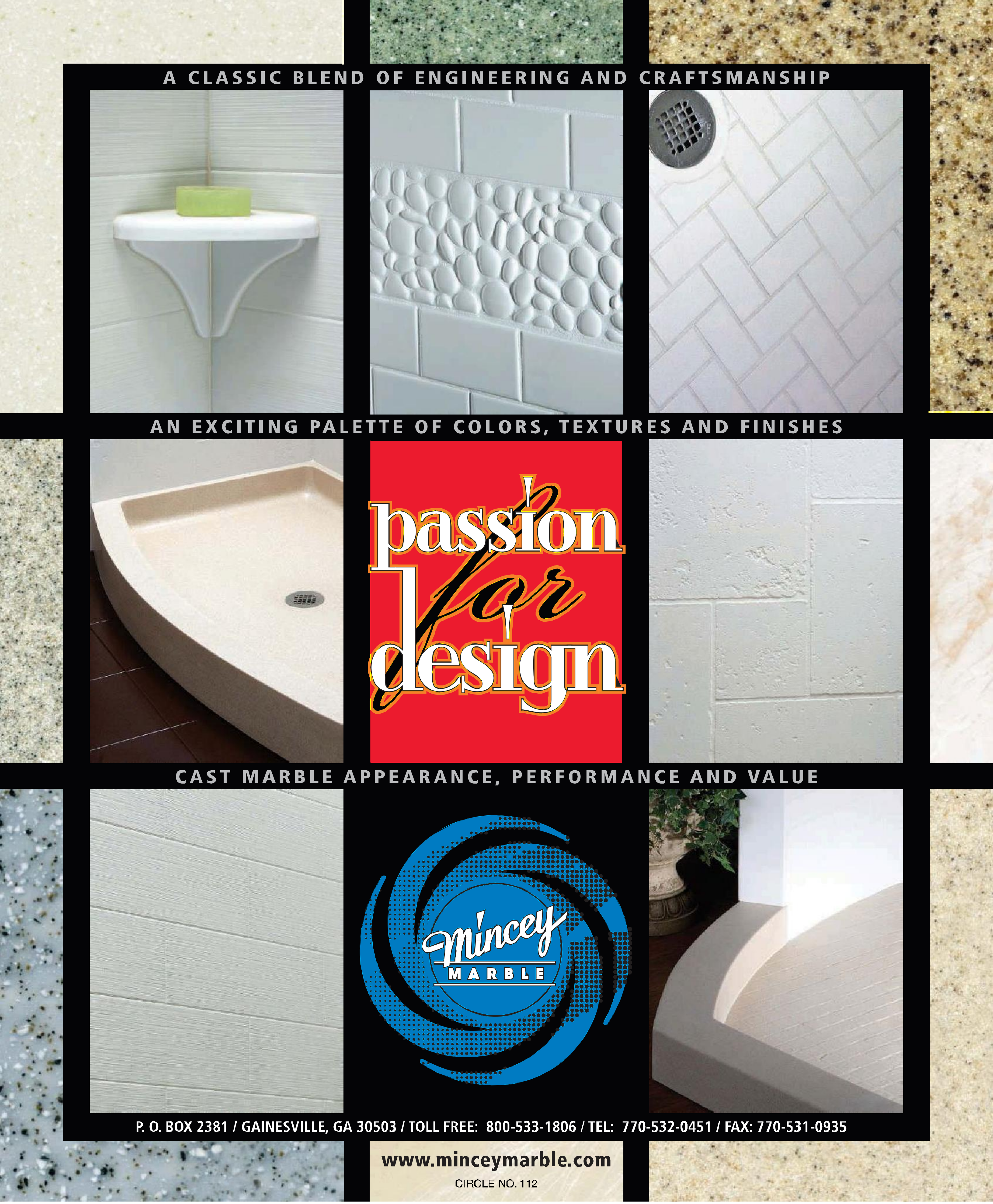
Signature design element: "My primary design signature is that the guest experience in my projects is a carefully choreographed sequence of designed events that relate to the broader context, while creating active and energetic places. Most recently I have focused on creating hotel lobbies that recall the grand social hotel lobbies from the past. Current projects that embody these ideas are found in great cities: The Washington, D.C. Marriott Marquis Convention Center Hotel, the Charleston Kimpton Hotel and an InterContinental Hotel in Nashville."

Design trends: "The design trend I see continuing is sustainable design. Cooper Carry's current hotels are incorporating sustainable design principles and will seek LEED certification. The current economic climate has refocused the importance of designing with operational efficiencies in mind. In addition, today's hotel guest is a more discriminating customer. They seek authentic design that creates authentic experiences. Great design begins with a keen understanding of the spirit of a place."

Recent resort projects: Rose Hall Resort, Montego Bay, Jamaica; The Inn on the Blue Horizon,Vieques, Puerto Rico; The Sanctuary at Kiawah Island (S.C.); and the Lodge at Woodloch Spa and Resort in the Poconos of Pennsylvania



The Sanctuary at Kiawah Island (S.C.)


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CIRCLE NO. 112



CARLA B. NIEMANN

Vice president, director of hospitality,
Leo A Daly, Dallas

Design bio: Niemann has more than 25 years of experience designing and managing hospitality projects including hotels, resorts, country clubs and multi-family residential.

Design philosophy: "While continuously incorporating trends to keep my projects fresh and current, I don't consider my designs to be trendy," Niemann says. "I prefer to create designs in a way that are considered to be thoughtful and classic, with a reason—not for shock value or for the sake of using the latest product.

"I enjoy grounding the basis of my designs with a story and am a great believer in researching the history of the region or the design so that I can use it as a touchstone throughout the process; continuing to go back to the story to confirm that I have stayed true to the original concept. A single item can be a source of inspiration—a fabulous fabric or an interesting architectural texture. It is enough to get the free thinking going, and, before you know it, an entire scheme has been formulated."

Current projects: Condado Plaza Hotel and Casino, San Juan, Puerto Rico



Condado Plaza Hotel and Casino, San Juan, Puerto Rico



MICHAEL SUOMI

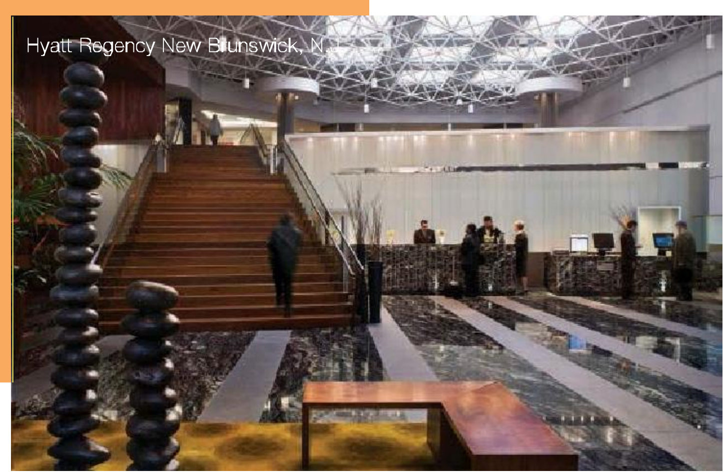
Vice president of design,
Stonehill & Taylor Architects, New York City

Design philosophy: "Fundamental to each project's success is an approach based on developing a unique, distinguishing, conceptual-based narrative, which is carried through from the initial planning to the smallest detail," Suomi says. "My designs are 'experiential' and create significant and memorable events for the patrons."

Reason for nomination: Suomi has been a director of design for almost 20 years at premier hospitality and entertainment architecture firms including Rockwell Group and Jordan Mozer & Associates, before joining Stonehill & Taylor. Paul Taylor, president of Stonehill & Taylor, says: "Michael is known in the industry as a results-oriented, award-winning, innovative and hands-on professional with ownership expertise in architectural, interior and industrial design, project and personnel management."

What is important and exciting: "Coupling environmentally conscious design with unique and unexpected experiences. Collaborating with dynamic, creative individuals from the worlds of fashion, art, technology and literature," Suomi says.

Upcoming projects: 94th Street LEED Gold Hotel (unnamed), Academy Restaurant, New York; Doubletree Times Square Hotel, New York; Kos Island Resort, Greece; NoMad Hotel, New York; On The Ave, New York; President Hotel, New York; Rooftop LEED Gold Bar (unnamed), Sheraton Hudson, New York; Hyatt Morristown, N.J.



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CIRCLE NO. 117

Focus on retreat

Focusing on what guests are looking for in each area of a hotel, including the guest bath, can deliver a design impression not to be forgotten. It should leave a lasting memory of a design that they most likely want to emulate in their own home.

Guests want to feel pampered and relaxed, so offering fluffy white towels, upscale toiletries and amenities along with a functional, soothing space where colors and patterns are kept to a minimum is a good start. Incorporating natural stone, high-quality porcelain tiles and dark wood finishes contribute to a spa-like quality. A spacious walk-in glass shower with luxury showerheads or sprays is the ultimate retreat.

A well-designed bath should offer a balance of overall lighting along with focused lighting at the bath's vanity. Bath design is not successful without the proper lighting levels, including overall visual interest lighting and task lighting. While a recessed light over the shower is welcome, it's not complete without sufficient lighting at the vanity.

This can be achieved in a few different ways; for instance, sconces placed on each side of a vanity mirror work well and also present another opportunity to add to the beauty and overall design of the bath. A magnifying mirror is an added amenity, reminding guests of their own relaxing bath experience at home.



Brenda Wulff
Director of Interior Design
Cambria Suites for Choice Hotels

Helping to achieve that guest bathroom wow-factor is the modern and beautifully shaped vessel sink. Even though it may not be trendy, as it has been around for centuries (before there was even running water), it is a new version of the washbasin, which draws attention to a bathroom's vanity area.

Vessel sinks in simple, modern shapes make a strong statement when situated atop a stately granite vanity. It is imperative that the correct faucet is matched with vessel sinks to prevent any splashing. It must have a longer spout so the water will reach the center of the sink. It's also another great opportunity to display a beautiful work of art by selecting a beautifully designed faucet to coordinate with the sink's profile. Also, using a vanity that is a freestanding piece of furniture as opposed to a piece of millwork is a great way to add to an upscale spa-like ambience. Adding low shelving on a vanity to accommodate towels and other amenities can be a useful way to free up additional space on the vanity top.

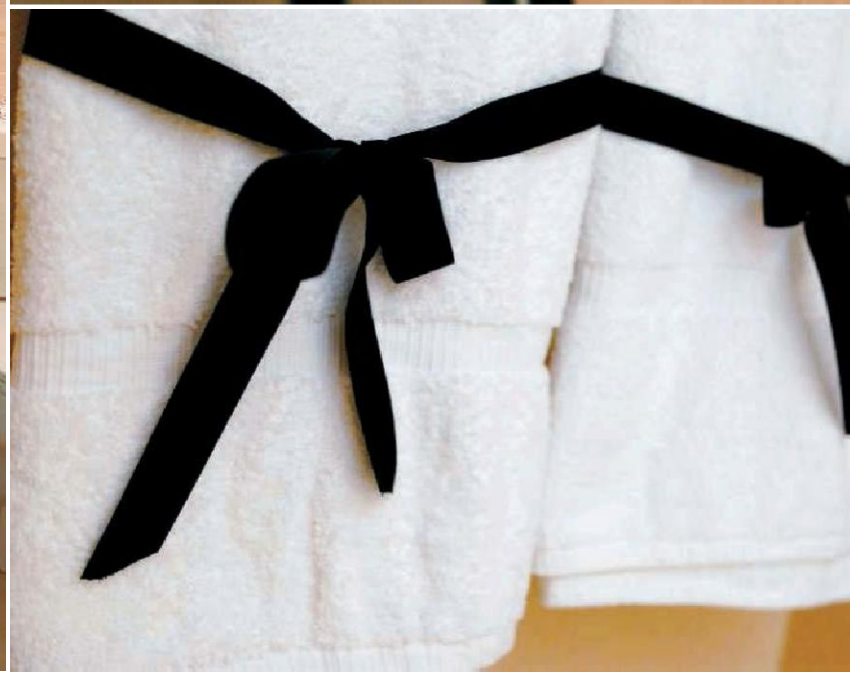
More and more hotels are enhancing the full shower experience by eliminating tubs in certain



JUST LIKE HOME Soft and flattering lighting, abundant storage and an artistic vessel sink impart a residential feel to this Cambria Suites bathroom.







SPA ELEMENTS More hotels are eliminating the traditional bathtub in favor of an enhanced shower, for a spa-like experience. Other details, like easy-access shower controls, soft lighting and luxurious linens, add to the effect.

rooms. This presents a wonderful opportunity to create a spa-like quality in the bath, complete with beautiful porcelain tiles and open glass shower panels to create a sense of additional space and light, reinforcing a mood of relaxation.

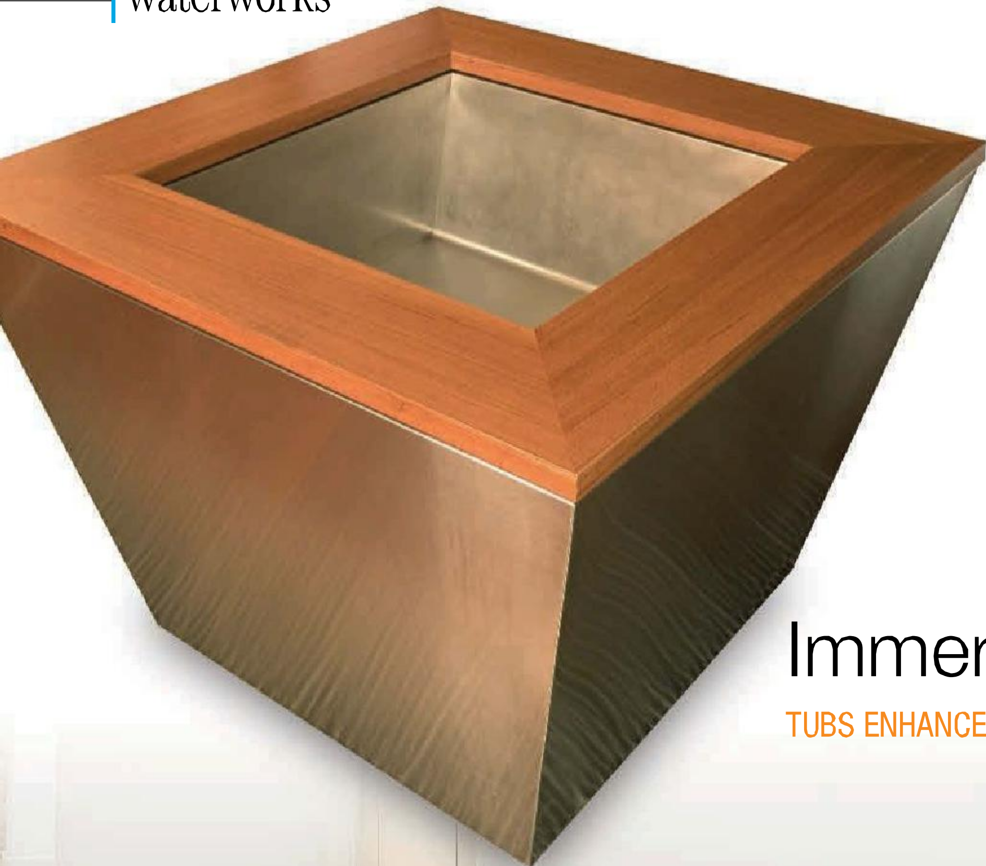
Situating a shower control at the entrance of a walk-in shower instead of at the front of the shower allows for added convenience for your guests. Also, place soap baskets at an appropriate height.

Including a luxury showerhead lets the guest choose the variable flow and intensity of water, which is a necessity.

The backdrop to any great bath is the walls. Given the direction of "less pattern and color is more" one finds a neutral wall vinyl to be quite nice to complete the restful tone. And don't forget artwork, as it offers an opportunity to add even more visual interest to the space.

Attention to detail on these key elements is crucial to achieve an environment that guests find comfortable and will want to return to over and over again. To best satisfy guests, make sure bath designs are edgy yet comfortable, innovative yet functional, unique but not shocking. And always keep in mind that it is usually a smaller space, so be smart when selecting just the right items to make an impact and to create a space your guests can escape to.

Brenda Wulff is director of interior design, Cambria Suites for Choice Hotels International. She is responsible for leading interior design for the brand. She can be reached at Brenda_wulff @choicehotels.com.



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CIRCLE 200

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CIRCLE 201







The Place to be

The new lobby, restaurant and bar areas of the Marriott Renaissance Pere Marquette entice guests to stay and play while generating revenue for a New Orleans gem

PHOTOGRAPHY/MICHAEL WILSON

Marriott International has been at the forefront of the move to invigorate and transform the hotel lobby space into multi-functional zones, with the goal of enhancing guest satisfaction and increasing revenue-generating options.

Case in point: The bold, inspired renovation of the Marriott Renaissance Pere Marquette hotel, located just off New Orleans' French Quarter. After sustaining extensive damage in the wake of Hurricane Katrina, the owner set out to turn an underutilized space into an energy-filled destination that guests and visitors would seek out.

"Marriott's Great Room concept played a large role in assigning where the functioning spaces went," says Barbara Carlson, senior interior designer, Leo A Daly, which was charged with reinventing the space. "Part of the challenge was transform-





ing what was just a lobby prior to the hurricane to a combination lobby/bar/entertainment venue that would function throughout the day from early morning until late evening."

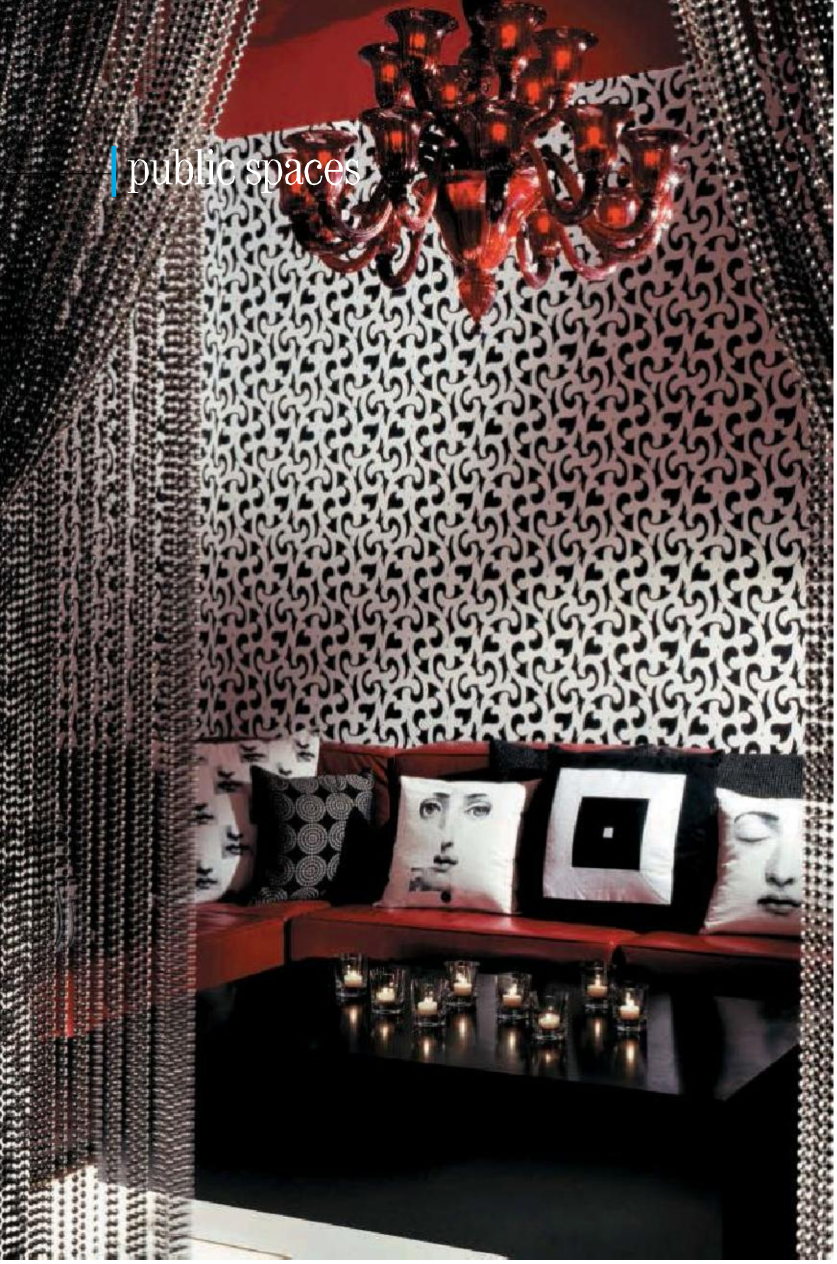
The spaces were designed to be contemporary, chic and comfortable, set off by vibrant colors, rich finishes and playful patterns. The lobby features a large assortment of intimate seating areas, ranging from groups of club chairs to semi-private booths partitioned by metallic beaded curtains.

"The concept was to keep it very flexible so you can sit with your laptop in any area," says Carla Niemann, vice president and director of hospitality. "With the heat generated by laptops and hot drinks, the lobby had to be extremely durable, so we used stone or heavy polyurethane finishes throughout."

IN THE ZONE Public spaces in the Marriott Renaissance Pere Marquette are divided into multi-functional zones for business and social networking. Drapery and metallic beaded curtains play a key role in separating and defining spaces. The color palette of blue, red, chocolate and white complement the hotel's existing white marble floor.

The bistro-concept restaurant was created from discussion between the designers and owners. "You have to feel comfortable eating eggs there in the morning as well as a nice steak at night," says Carlson. "Lighting was key in making the atmosphere feel right throughout day and evening. A computerized lighting control system creates the perfect mood all day long."

—*Patricia Sheehan*







PROJECT SPECS

Project: Marriott Renaissance Pere Marquette, New Orleans
Project cost: $4.2 million, plus FF&E costs
Timeline: March 2007 - January 2008
Design firm: Leo A Daly
Owner: Pere Marquette Hotel Partners, LLC
Design Team: Barbara L. Carlson, Susannah J. Hills, Carla B. Niemann, Melinda Murrell, Michael Griggin, Andrea Bays

SOURCE LIST BEGINS ON PAGE 46

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CIRCLE 202









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www.crookedbrook.com

CIRCLE 204

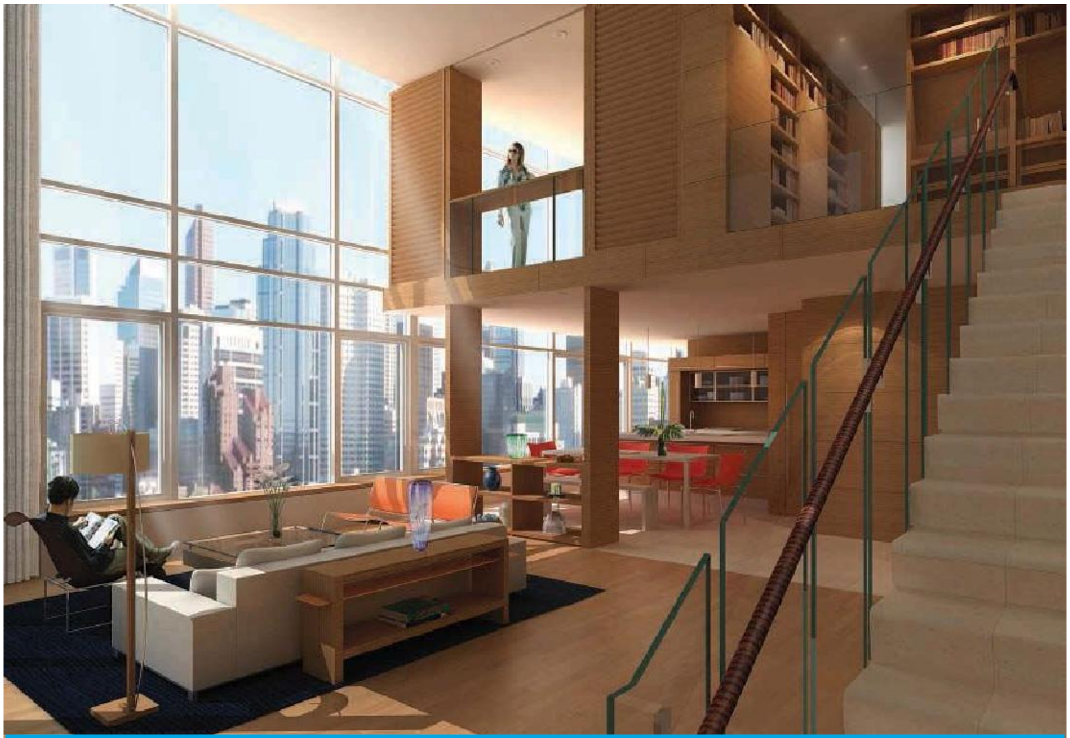
BREATHABILITY

UK-based couture uniform design company Fashionizer Spa introduces its line of organic cotton spa uniforms. The range of styles combines breathable, organic cotton with Lycra for fashionable, wearable spa and salon uniforms.

www.fashionizerspa.com

CIRCLE 203

Design & development



▲ **SETAI SAN DIEGO**
San Diego

The 184-room Setai San Diego is slated for a late-2008 opening. The hotel's spa interiors and grand penthouse suite were designed by Sharilyn Olson Rigdon of designstudio ltd., and all other interiors of the hotel were designed by Rockwell Group Architecture, Planning and Design. The architect of record on the $150-million project was Tanner Hecht Architects. The property offers the 5,500-square-foot Spa Setai, a restaurant, a pool deck, a lounge and an exclusive three-story penthouse. Its 20,000 square feet of meeting space include the Grand Setai Ballroom, seven conference rooms, a private screening room and a recording studio.



▲ **CONRAD SHANGHAI**
Shanghai, China

Set to open by year's end is the Conrad Shanghai, designed by the New York-based architecture firm of Kohn Pederson Fox Associates. The 24-story tower curves to create the building's profile, and its 2,900 windows boast Chinese granite wall patterns based on traditional Chinese latticework from the Han Dynasty. The architects also designed a series of low-rise podiums at street level to integrate the hotel into the architectural fabric of Xintiandi. The interiors, which include Chinese lacquer ware and intricate silk embroidery, were designed by design firm Remedios Siembieda.

ANDAZ WEST HOLLYWOOD ▶
Los Angeles

Global Hyatt Corp. will open its first Andaz brand property in the U.S. in January. The 14-story, 257-room hotel is located on Los Angeles' Sunset Strip on the site of the Hyatt West Hollywood. Janson Goldstein LLP, a New York-based architecture and interior design firm, designed the property, keeping in mind smart space planning, 3-D design and sophisticated color palettes. A glass garden pavilion is set just off the main entance. Interior design features include a cascading hand-painted 11-foot metal disk sculpture by artist Jacob Hashimoto and art installations from L.A. artists.





Reclined design

SEATING THAT MAKES A STATEMENT



ROLLING COMFORT

This chaise lounge from MKS Design has a powdercoated aluminum frame and a seat of woven natural flat reed. The braces are curved and padded to avoid hard contact.

mksdesign.com

CIRCLE 208



NATURAL ELEMENTS

The Spoon Lounge from PIE is 100-percent hand crafted from natural materials and is suitable for both indoor and outdoor areas. PIE furniture is made from water hyacinth, liana, bamboo and rattan.

projectimportexport.com

CIRCLE 209



SLEEK LOOK

Poliform's line of armchairs called Bug has an elegant and refined look, making it perfect for a sophisticated space.

poliformusa.com

CIRCLE 210


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by Marcel Wanders

Designing a spa on a modest budget

Although no longer doubling in volume every two years as it did in the late '90s and early 2000s, the average annual growth of gross revenue in the U.S. spa industry is 16.3 percent since 2000. A by-product of that solid growth trajectory is a new business reality for hoteliers: Today's competitive milieu in the hospitality industry practically requires that properties include spa offerings among their guest amenities. Those that don't (particularly in the upscale and luxury sectors) suffer a competitive disadvantage and are left to create offerings that compensate for the absent spa.



Chris White
Senior vice president
WTS International

It should be comforting to know that hotel spas as a subcategory of the spa industry average 23 percent of net operating income. This places the hotel/resort spa second among the five conventional spa types (others are medical, day spas, destination spas or mineral hot springs, and club spas) and puts it in a rather favorable position when compared with other amenities or retail outlets that are found in hotels. Guest-capture rates vary with the character and market sector of the host property. Resort hotels capture more guests in the spa than urban hotels, and group-driven properties capture a smaller percentage of their guests in the spa than do properties dominated by Frequent Independent Traveler business. Thus, for a 300-room resort, 10 to 20 percent of the guests may patronize the spa on any given day, whereas the capture rate for an urban hotel of the same size would likely range between 5 and 10 percent.

Spa services without the spa facility

Hoteliers convinced that a spa makes sense for their hotel may still wonder what specific facilities to offer to be perceived by a guest





ROCK AND REST WTS International designed the spaces at Hard Rock San Diego's Rock Spa, shown on these pages.

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SPECIAL TREATMENT Design for big impact without breaking the budget. Creative use of space and careful section of materials, colors and furnishings were employed in the Rock Spa's design, shown above and left, which features a modest five treatment rooms. The spa menu, however, is diverse, including signature treatments such as the Amped-Up Sugar Scrub and Dream Weaver Massage.

as actually "having a spa." The answer ("less than you probably think") may sound simplistic but it is true for the majority of hotels that wish to add a spa.

In the spa industry, the majority of services provided are massages. These account for 60 to 80 percent of gross revenue. This is true regardless of the size of spa. Massage is both a staple for committed spa-goers and the gateway or entry-level service that first timers choose most often. This is good news since massage is the easiest to staff and equip.

Massage rooms range from 110 to 140 square feet in size and require little more than a hand sink, massage table and some wall and base cabinetry. In fact, the only potential complication with constructing this room type is that the walls need a sound transmission coefficient rating of 50 or more. This requires that sound attenuation (insulation, staggered-stud construction, sound board, etc.) be a part of the wall design. The equipment package for a massage room is quite modest, also. A massage table (with face cradle and bolster) and a technician stool can be provided for as little as $1,800 to $2,500. Hot towel cabinets, electric height adjustment for the table, stone warmers and a few other modifications can raise this cost, but it is unlikely to exceed $4,000.

Skin care is the second most popular group of services—by a significant margin rarely amounting to more than 25 percent of a spa's gross revenue. Rooms suitable for these services are almost identical to massage rooms and have a larger equipment package. Aside from the table and stool, they require a mobile supply cart and multi-function facial machine which, combined, can raise total equipment costs by 50 to 100 percent. Besides these treatment rooms, the spa needs only a reception area, modest changing facilities and a staff/prep room where operating supplies are dispensed and linens are stored.

Admittedly, the above description suggests a very modest facility and there are many situations where, due to property room count or sophisticated competition, a spa this modest would be inadequate. Still, a spa need not be big to have the desired effect on the guest experience at any given property. It should be noted that, of the estimated 1,300 hotel/resort spas in the U.S., only three are given Mobil's 5-star designation and none of these three has more than 20 treatment rooms. In fact, the smallest of them has only six.

Whatever the size of the spa, the pathway to enthusiastic guest response (and the higher revenue per occupied room and average daily rate that result) is the same. It is the careful, consistently high guest service ethic which makes or breaks the guest experience. A massage from an itinerant massage therapist whose name happens to be in the concierge rolodex will never have the impact of one given by a well-trained, professional therapist who is fully integrated into the property's mission and guest service protocols and who is committed to nothing less than full guest satisfaction.

Chris White is SVP, WTS International, a worldwide spa and fitness consulting and management firm. He can be reached at cwhite@wtsinternational.com.

The Power of Knowledge

TRENDS, FASHION & INSPIRATION

Meet the staff of Hotel Design

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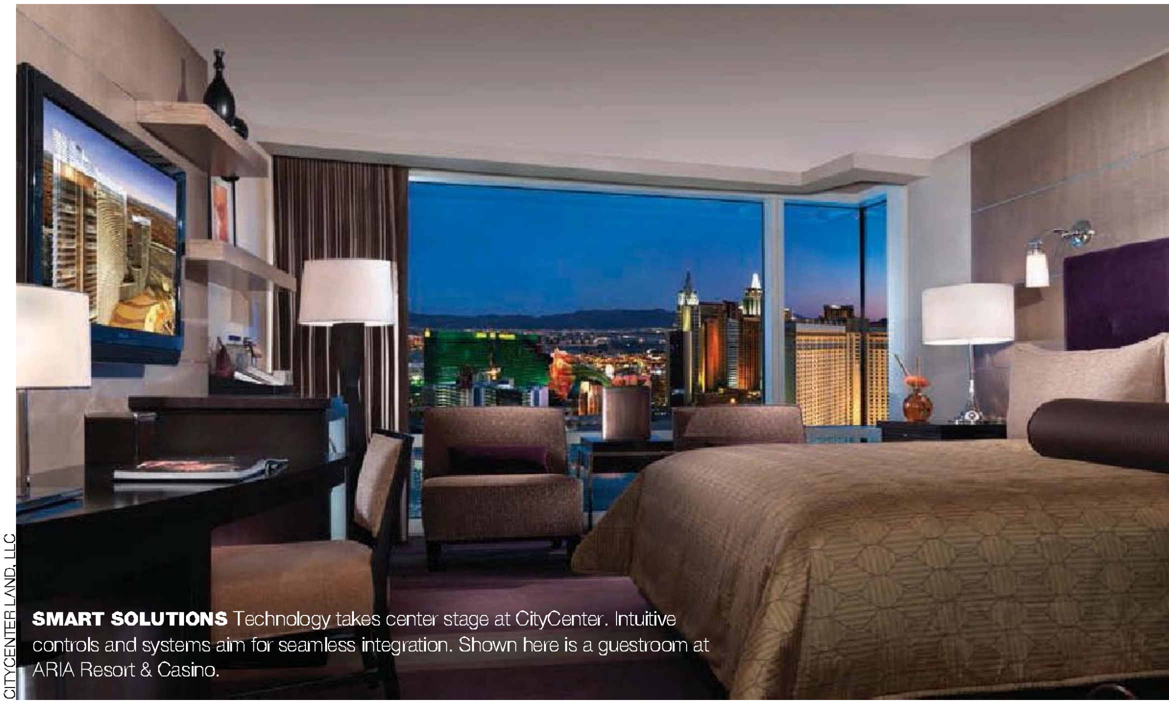
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CityCenter debuts advanced guestroom technology

STATE-OF-THE-ART DEVICES AND SYSTEMS ALLOW FOR SEAMLESS INTEGRATION


CITYCENTER LAND, LLC

SMART SOLUTIONS Technology takes center stage at CityCenter. Intuitive controls and systems aim for seamless integration. Shown here is a guestroom at ARIA Resort & Casino.

CityCenter, the $9-billion uber urban metropolis slated to open in late 2009 on the Las Vegas Strip, will debut the latest in guestroom technology at ARIA Resort & Casino, Mandarin Oriental Las Vegas and The Harmon Hotel, Spa & Residences.

From the moment hotel guests arrive at CityCenter, their stay will be intricately choreographed to meet their personal preferences. Among the "smart" solutions:

- As guests approach their room or suite, it will recognize if it is their first time in the room and "greet" them as they enter. Light will fill the room, the curtains automatically will part to showcase Strip or mountain views and the TV will turn on to display a list of automated controls for guests to personalize.
- Guests will enjoy seamless, integrated, one-touch control of guestroom features, including lighting, room temperature, television/video systems, music, wake-up calls, draperies and requests for services through a single remote control. Each nightstand also will feature a 7-inch panel with touch-screen technology that navigates the same room settings as the remote. All settings will be remembered and incorporated every time a guest is in-room.
- Having all guestroom devices on one network enables guests to select "scenes" matching their mood or preference, which modify all settings at once. For example, each room will feature a "good night" button next to the bed. With one touch, guests can turn off the lights, TV and/or music; shut the curtains; and turn on the privacy notification for the room. Similarly, guests can utilize the TV's sleep mode to accomplish the same result on a timer.
- All guestrooms will incorporate keyless locks using RFID technology, which enables guests to unlock the door by flashing their key over the lock sensor. The electronic key cannot be demagnetized, thus reducing key failure.
- Each room will include a 42-inch LCD HDTV that allows guests to connect their laptop and enjoy a big-screen monitor; watch a multitude of domestic and international channels in high-definition quality; plug in video devices such as game consoles or cameras; control room automation; and enjoy their MP3 players.
- The television will also serve as a communications center; when on, the TV will automatically display messages pertaining to new voicemails or package receipts, and more.
- The traditional clock radio will be replaced with TV settings that can wake guests up gradually through controlled temperature, lighting, curtain opening and preferred music, for a subtle and more soothing wake-up experience.
- Each room will feature dimmable lighting, allowing guests to set their preferred light levels.

All guestrooms will be networked with fiber offering one gigabit of bandwidth, delivering connectivity with both the Internet as well as hotel operations. All in-room devices also will be on the network, enabling the property to easily communicate with the room to perform special requests or maintenance. Whether a remote needs new batteries or a minibar needs replenishing, most needs can be identified and resolved before the guest is even aware.

Says Bobby Baldwin, president and CEO of CityCenter: "ARIA, Mandarin Oriental and The Harmon will be the first to incorporate the most sophisticated technological advances in the country to ensure the guest experience also surpasses expectations. Guests will enjoy seamless customization and service as well as unmatched offerings including the fastest hotel wireless Internet connection available in the U.S. today." HD


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CIRCLE NO. 105

EDSA promotes three new principals

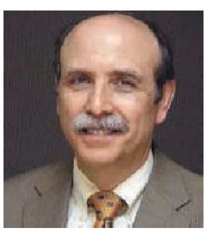
Jose Jaguan, Gregg Sutton and B. Scott LaMont all were promoted to principal within full-service planning, landscape architecture and urban and graphic design firm EDSA. All three have experience in landscape architecture. Jaguan joined EDSA 10 years ago, most notably managing the planning and design of the Hacienda del Alamo in Fuente Alamo, Spain. Sutton joined EDSA in 1996, recently managing the Tiger Woods Dubai project. LaMont also joined EDSA in 1996 and is managing the redevelopment of the Boca Beach Club in Boca Raton, Fla.


Jose Jaguan


Gregg Sutton


B. Scott LaMont

MOVERS & SHAKERS



George Lentz
PFVS Architects

PFVS Architects announces George Lentz as its new director of operations. Lentz has more than 35 years of experience in project management and architecture, and he will be overseeing all technical documentation, project delivery and professional personnel. Lentz has owned his own firm and has experience in hospitality, commercial, industrial, education and healthcare.



David Suarez
Boyken International

David Suarez is the new senior project manager for Boyken International, a project management service. Prior to joining Boyken, Suarez worked in the healthcare construction industry where he managed new hospital construction, renovations, additions and planning and construction for senior housing facilities. Suarez will be working out of Boyken's Dallas office.

SUPPLIER NEWS

BENJAMIN WEST opened an office in Hong Kong. The new office is the purchasing firm's third to open outside the continental U.S. in the past 24 months and sixth total. Bill Cheung will head up the new operation.

GE CONSUMER & INDUSTRIAL is calling for entrants in the 26th annual GE Edison Award competition. The competition recognizes excellence and quality in professional lighting designs that employ the use of GE light sources. Go to geedisonaward.com for more information.

Bob Peters is the new director of hospitality for **SYMMONS INDUSTRIES.** Peters has experience in strategic planning and management and will manage and facilitate relationships between hotels and the Symmons Industries Design Studio.

MTS SEATING hired David Wiles as account executive-design. Wiles will be responsible for increasing sales by securing design specifications and developing relationships.

STACY GARCIA and **LEXMARK CARPET MILLS** have collaborated to create an exclusive line of hospitality carpet. All Stacy Garcia designs will use Lextron's new Enviro Green Solution Dyed Nylon.

Interior designer **TUI PRANICH** has launched Tui Lifestyle, an interior design solution that offers luxury furnishing and accessory packages.

PRODUCTS



CIRCLE NO. 150



CIRCLE NO. 151



CIRCLE NO. 152



CIRCLE NO. 153



CIRCLE NO. 154



Your guide to featured projects

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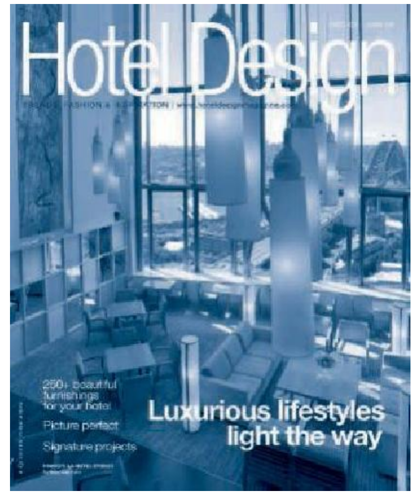
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Please fill in ovals as shown ●

1. Which of the following best describes your business relationship to the hotel, resort or spa industry? (fill in ONE only)

Architects/Designers

01 ◯ Interior Design Firm designing hotel, resort and spa properties
02 ◯ Architectural Firm designing hotel, resort and spa properties
03 ◯ Contractor/Builder/Developer building hotel, resort and spa properties
04 ◯ Purchasing Firm buying FF&E for hotel, resort and spa properties
05 ◯ Other (please specify) ______________

Owner/Operators

06 ◯ Hotel →
07 ◯ Resort →
08 ◯ Lodge →

If a hotel, resort or lodge, indicate the number of rooms:
1 ◯ 300 Rooms or More
2 ◯ 100-299 Rooms
3 ◯ Under 100 Rooms

09 ◯ Destination Spa
13 ◯ Headquarters or Regional Office: Franchises, Chains, Referral/Management Organizations
14 ◯ Hotel Property/Real Estate Developers/ Independent Developers
20 ◯ Other (please specify) ______________

30 ◯ **Trade, Supplier, Dealer, Distributor or Manufacturer's Rep**

50 ◯ **Other (please specify)** ______________

2. Which of the following best describes your title? (fill in ONE only)

001 ◯ Owner/President/CEO
002 ◯ Partner
003 ◯ Project Director/Manager
004 ◯ Purchasing Director/Manager
005 ◯ Architectural Director
006 ◯ Sr. Design Director
007 ◯ Other VP/Director/Manager
008 ◯ Interior Designer/Architect/Engineer
009 ◯ Other Design Personnel (please specify) ______________
010 ◯ Other Management Personnel (please specify) ______________
020 ◯ Other (please specify) ______________

3. Owner/Operators (Lodges, hotels, resorts, spas)

A. If more than one, how many properties do you own or operate? (please specify) ______________

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?

1 ◯ 25 or more
2 ◯ 10–24
3 ◯ 5–9
4 ◯ 1–4

5. Please indicate the number of employees at your firm's address, including yourself:

1 ◯ 25 or more
2 ◯ 10–24
3 ◯ 5–9
4 ◯ 1–4

6. Which of the following functions do you perform in the design/décor process? (fill in ALL that apply)

1 ◯ Program Planning and Concept
2 ◯ Schematic Designer
3 ◯ Design Development
4 ◯ Architecture/Design/Development
5 ◯ Installation
6 ◯ Other (please specify) ______________
89 ◯ None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):

1 ◯ More than $10 Million
2 ◯ $5M – $9.99 Million
3 ◯ $4M – $4.99 Million
4 ◯ $3M – $3.99 Million
5 ◯ $2M – $2.99 Million
6 ◯ $1M – $1.99 Million
7 ◯ Less than $1 Million

8. Type of ownership (for hotels and resorts only):

1 ◯ Chain
2 ◯ Franchise
3 ◯ Management Company
4 ◯ Independent
999 ◯ Other (please specify) ______________

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of? (fill in ALL that apply)

21 ◯ Apparel
22 ◯ Architectural/Building Products (including electrical, plumbing and other products)
23 ◯ Art & Accessories (including flowers and plants)
24 ◯ Communication systems, services and equipment (including audio/visual)
25 ◯ Furniture, fixtures, equipment (FF&E)
26 ◯ Wall coverings
27 ◯ Fabrics
28 ◯ Lighting Products
29 ◯ Flooring (including stone, tile, carpeting)
30 ◯ Security Systems
31 ◯ Window Treatments
32 ◯ Other (please specify) ______________
99 ◯ None of the above

For important free product/service information, circle the numbers that correspond to the ads you've seen in this issue.

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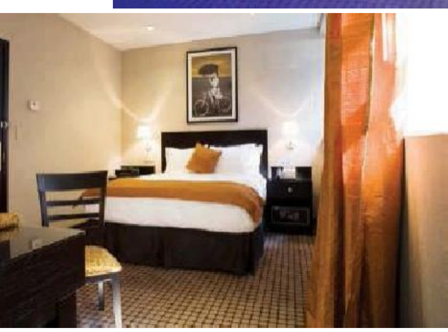
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